



OPENCITY MILAN AT MOVE TO MEET AT MEETING RIMINI 2018

The annual edition of Meeting Rimini has just ended , one of the most important trade fair events which involves over 800,000 visitors every year. A significant context for Frigerio Viaggi which, together with its partner Arriva Italia, presided over the trade fair with **OpenCITY**.

OpenCITY App and Card are of strategic importance for all those who intend to explore the city of Milan and discover every secret through thematic walks commented by excellent authors and adventures full of mystery, which stimulate creativity and encourage the learning of historical information cultural that characterize the Milanese metropolis.

Milan, 3 September 2018 - The OpenCITY project, almost at the end of one year of activity, also successfully debuted at **MOVE TO MEET**, the thematic area dedicated to mobility within **Meeting Rimini 2018**. An exhibition itinerary with numerous meetings aimed at asking questions, opening perspectives and launching provocations on mobility and how to best experience it in everyday life.

A context in which **OpenCITY App and Card** fit perfectly , two innovative formulas created to discover a city, a territory and above all to give travelers a voice, actively involving them during their journeys and experiences. Two tools with undisputed uniqueness for ease of use and the cutting-edge technology on which they are based.

OpenCITY Card and OpenCITY App currently active for Milan, the pilot city of the project, in addition to offering access to sites of interest and attractions, allow access to two exclusive products: Walking tours, manageable multi-thematic **walks** in the area freely by the traveler who benefits from the virtual support of a professional expert for the topic covered (also available in English); the **Adventures**, "puzzle challenges" that accompany the visitor in a "natural" way, but also in an absolutely unconventional way, in visiting the places of greatest historical, artistic and cultural interest and the most unusual ones in the city of Milan (also available in English).

Unpublished itineraries that can be managed through an easy and intuitive app which, thanks to geolocation, geofencing and augmented reality, offers new experiences in the area and places the person at the center of their journey.

The OpenCITY App can be downloaded for free from IOS or Android and offers free access to Walking Tours and Adventures until September 30th. It is sufficient to register on www.opencitymilan.com

FRIGERIO TRAVEL

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